



OSAT PLAYBOOK

8 DRIVERS

Tools to Increase Overall
Customer Satisfaction

Introduction

The OSAT Playbook details actions that can be taken in store to increase Overall Customer Satisfaction through **8 Drivers**.

Customer satisfaction is based on a total focus on the customer. It means that every employee understands his/her role in the company and how it impacts the customer's experience.

The best place to start is with **Learning Plans by Role located on Ace Learning Place**. These plans have been created to assist owners, managers, associates and cashiers with understanding the role they play in the journey to increase Overall Customer Satisfaction and much more.

Stores can start with the Assessments for each of the roles located on Ace Learning Place in order to identify which level existing employees should start.

Manage the overall health of your business

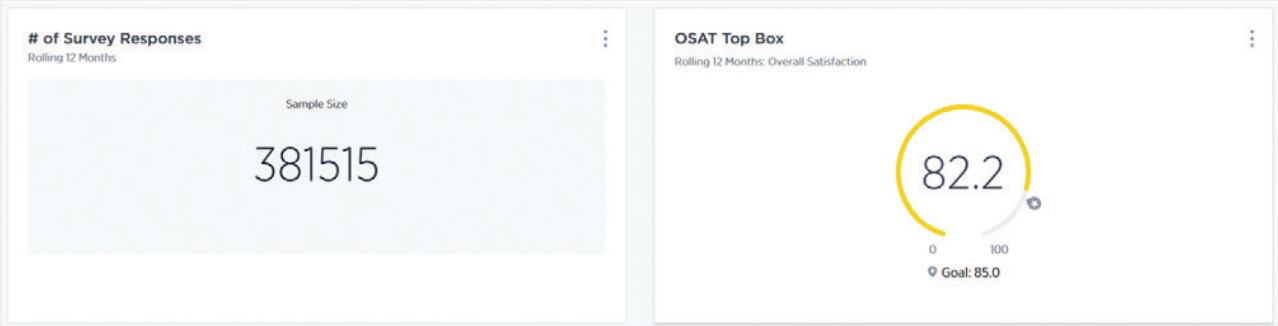
- Utilize the Retail Analytics Dashboard (RAD) to measure the overall health of your business
- View, at a glance, all of your store's operational metrics:
ACENET > Retail Analytics Dashboard



What makes up the OSAT “Top Box” Score?

The OSAT “Top Box” Score is based on how many customers rate a “Top Box” Score of 5 out of 5 for their overall customer experience. The score is based on one question on the survey – **“Please rate your satisfaction with your overall experience at our store”** – and takes into consideration the whole customer experience from the moment the customer walks in our doors up until checkout.

Example: Ace surveyed 381,515 customers, with 82.2% of those surveyed giving us a score of 5 out of 5 for the question: **“Please rate your satisfaction with your overall experience at our store.”** Our overall Ace Hardware OSAT Score is 82.2% because 82.2% of 381,515, or 313,605, customers rated Ace overall a 5 out of 5, meaning they were “Extremely Satisfied.”

The form has a header with a speech bubble icon containing the word 'Talk' and the 'ACE' logo. Below this, it says '→ Required' and 'Please rate your satisfaction with your overall experience at our store.' There is a horizontal rating scale from 1 to 5. Above the scale, 'Not at all Satisfied' is aligned with '1' and 'Extremely Satisfied' is aligned with '5'. The scale consists of five boxes: 1, 2, 3, 4, and 5. Below the scale are two buttons: a grey 'Back' button and a red 'Next' button. At the bottom, it says 'Powered By GALLUP' and includes links for 'Support', 'Privacy Policy', and 'Cookie Policy'.

Increase Overall Customer Satisfaction

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Problem-Free Experience

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- +** Actioning Your Customer Experience Survey Data
- +** Customer Experience Store Procedures
- +** Helpful Experience Action Plan



1

Problem-Free Experience

Why It Matters

One unresolved negative experience takes **12 positive experiences** to make up for it. Resolve a complaint in the customer's favor and they will do business with you again **70%** of the time.

GOAL

90%

of the time customers agree that they had a problem-free experience

ACTION PLAN

Things to Implement Now

- Utilize a customer coordinator for a proactive approach to identifying potential issues before they become a problem.
- Execute customer returns best practices.
[ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Customer Returns Store Procedures.](#)
- Implement customer complaint resolution best practices.
 - [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Customer Complaint Resolution.](#)
 - Train your team on how to resolve complaints to ensure everyone is comfortable addressing problems when they arise.
 - Empower employees to resolve problems at first contact, whether a cashier, associate or manager.
- Create a rewards system for demonstration of accountability for fixing a problem. Accountability is following through and following up to ensure a customer is happy with the solution (Tool #32 from Amaze Every Customer Every Time).



Ace Retail Training

Problem-Free Experience

Review the **Ace Retail Training** section under each driver in this booklet for all training available to help you and your team develop best-in-class results through on-demand courses and resources on **Ace Learning Place** and live virtual classroom training sessions through **Ace Management Academy**.

Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

The following on-demand courses are available in **Ace Learning Place** to establish a customer coordinator and develop problem-solving solutions for your customers before they become a problem:

- **Customer Coordinator for Owners and Managers**
- **Customer Coordinator: What This Looks Like in Your Store**
- **Handling Customer Complaints Using L.A.S.T.**
- **Helpful 101 Amazing Customer Experience**
- **Developing Your Team's Skills Through Skill Building and Observation**

The following **Ace Management Academy** live virtual classroom training sessions are available for enrollment in **Ace Learning Place**:

- Enroll your newest team members in **New Associate Training** to deliver an amazing customer experience on Day 1. Join other new associates from around the country and learn together.
- Enroll your store leaders in **Building Great Teams Series** to learn the latest on training your new and existing staff. Collaborate with your peers from all over the country.

What can I
help you find
today?

ACE
HELPFUL



2

Associate Positive Attitude

Why It Matters

Employee attitude, both positive and negative, can create **a significant impact on customer** satisfaction. **70%** of buying experiences are based on how the customer feels they are being treated.

—Mckinsey

GOAL

85%

of the time customers agree that associate assistance was received

ACTION PLAN

Things to Implement Now

Creating a positive work environment bolsters a positive attitude within associates and that translates to a great customer experience.

Create a positive work environment by implementing these 12 things:

- 1. Give positive reinforcement:**
 - I appreciate the way you...
 - I'm impressed with...
 - I really enjoy working with you because...
 - Your team couldn't be successful without your...
 - I admire the way you take the time to...
 - You're really good at...
- 2. Show gratitude.** Thank someone for something they did but weren't expecting to get thanked for — be specific about what it was and why it was helpful or important.
- 3. Spread happiness.** Smile and say "hi" to twice as many people as you normally would — but be genuine in your smile.
- 4. Motivate others.** Post a new upbeat poster, picture or quote at your desk where everyone can see it.

5. **Celebrate wins.** Start a meeting off by sharing something positive that is going on in your group, project, work, etc. Encourage others to do the same.
6. **Celebrate.** Find some occasion to celebrate with others, whether it be an onboarding completion ceremony, birthday, new house, etc. Pass around a card for people to sign or make a sign.
7. **Encourage positive and creative thinking.** To add some context, you could ask for your teams' thoughts and insight, and make it a big deal when someone suggests a process improvement or idea that gets implemented.
8. **Change the way you respond.** When someone disagrees with you about something at work, think "how interesting" instead of immediately getting defensive.
9. **Get moving.** Encourage people to get away from work for a bit, get outside and get their blood pumping.
10. **Encourage fun.** Add some light fun by picking a day for a customer-based satisfaction theme where the team can brainstorm on what they can do for the customer that day.

11. **Share your gratitude.** Write down five things you are grateful for at work — share them with the team in a weekly or monthly huddle. Ask others to share too.
12. **Engage in random acts of kindness.** Do something kind for someone else on your Ace team (especially someone who wouldn't expect it). Offer to help them with something, give them a snack or treat, or simply ask them how their evening or weekend was or about something going on in their life.



Administer an Employee Engagement Survey in your store to find out how your associates feel about working at your store.

- Find out more about Employee Engagement here:
[ACENET > Manage My Store > People Management > Employee and Customer Engagement > Employee Engagement.](#)

RECOMMENDATIONS:

- Focus on the health of the whole team rather than individuals, departments or roles.
- Evaluate results, take prompt action, course correct if/as needed.
- Sign up on the 15th of the month BEFORE you would like to take the survey.

For example: If you'd like to take the survey in August, you must sign up before July 15.

- We recommend you take two weeks to educate your associates on the survey.
- The survey will be open beginning on the first of the month and remain open for the entire month.
- You will receive your results and your action plan on the 6th of the following month.

Ace Retail Training

Associate Positive Attitude

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The following on-demand courses are available in **Ace Learning Place** to help create a positive helpful culture that reflects the Ace brand in your store:

- *Answering the Call to Be Helpful*
- *Helpful 202: Coaching to the 5 Trademark Behaviors*
- *Introduction to Coaching Conversations*
- *Employee Engagement: 5 Things You Can Do Now to Improve It*

The following **Ace Management Academy** live virtual classroom training sessions are available for enrollment in **Ace Learning Place**:

- Enroll your store leaders in **Essential Management Skills Session 3 – Coaching & Positive Environment** to learn how to develop a cohesive store culture through effective coaching habits. Collaborate with your peers from all over the country.
- Enroll your store leaders in **Building Great Teams Session 1 – Leadership and Culture in Your Store**. This session focuses on how your store culture impacts customers and employee engagement.



3

Ace Always Delivers on Its Promise

Why It Matters

Value comes from keeping promises to customers.

Companies that succeed in keeping promises to customers gain a reputation of being reliable and trustworthy.

GOAL

80%

of the time customers rate 5 out of 5 that they can count on our Ace team to stand behind our products and treat them fairly

ACTION PLAN

Things to Implement Now

- Leverage the Conduct Huddle Meetings AWOR document:
[ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Conduct Huddle Meetings.](#)
- Leverage the Deliver an Amazing Customer Experience Setup and Procedure documents at: [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Deliver an Amazing Customer Experience Procedure.](#)
- Review with your team the Mystery Shop Questionnaire so that they understand how Mystery Shoppers evaluate Helpful. Find tools at: [ACENET > Manage My Store > People Management > Customer and Employee Engagement > Mystery Shops – An Operational Measurement Tool > Questionnaires/Report Examples > In-Store Shop Questionnaire.](#)
- Create a rewards system for when your associates demonstrate Helpful to your customers through Mystery Shops and Customer Experience Survey responses.
 - Establishing good relationships with your associates improves customer service and helps make you a preferred employer, ensuring that our associates always deliver on the Ace promise. Find tools at: [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Badge Program Setup and Incentive Plan Setup.](#)
- Implement Ace's Workforce Management solution (Deputy) to staff the right people to meet customer demand. Find tools at: [ACENET > Manage My Store > People Management > Scheduling, Labor & Benefit > Workforce Management.](#)
- Enable "Talk to Ace" Customer Experience Survey program in your store and receive immediate feedback from your customers on how helpful you are to identify opportunities for improvement. Find tools at: [ACENET > Manage My Store > Customer and Employee Engagement.](#)
Enroll at: [Helpful Experience Enrollment and Maintenance Portal.](#)
- Use the Sales Associate and Cashier New Hire Passport Tool.
 - Implement the Sales Associate and Cashier New Hire Passports – order Passports through Ace Marketing Muscle: [ACENET > My ACENET > Ace Marketing Muscle > Search Media Options > Keyword Search: Passport > Go.](#)
 - Use the Onboarding Coach's Guide available on: [Ace Learning Place > Learning Plans by Role Information > Coach's Corner.](#)



**Amazing paint service
or delivery is free**



Ace Retail Training

Ace Always Delivers on Its Promise

Review the **Ace Retail Training** section under each driver in this booklet for all training available to help you and your team develop best-in-class results through on-demand courses and resources on **Ace Learning Place** and live virtual classroom training sessions through **Ace Management Academy**.

Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

Use the following resources available in **Ace Learning Place** to train your new associates. Partner top performers with new associates to help improve their selling skills:

- **Sales Associate Helpful Ready Assessment** to check foundational knowledge on delivering the promise and providing amazing customer service
- **Cashier Helpful Ready Assessment**
- **Learning Plans by Role** to ensure a consistent onboarding experience
- **Sales Associate and Cashier New Hire Passport Tool** ensures all associates are set up for success
- **Using and Implementing the Passport for Managers**

For Instructions and Curriculum, go to: **Ace Learning Place > Learning Plans by Role > Instructions and Curriculum > Coach's Corner**.

Assign the following courses available in **Ace Learning Place** to your team to understand, reinforce selling skills and maximize sales:

- **Using the Passport for Cashiers and Sales Associates**
- **Helpful 201 Ace S.A.L.E.S. Process - Start the Conversation**
- **Helpful 201 Ace S.A.L.E.S. Process - Ask Questions and Listen**



- **Helpful 201 Ace S.A.L.E.S. Process - Lay Out Options and Recommend the Best Solution**
- **Helpful 201 Ace S.A.L.E.S. Process - Extra Items**
- **Helpful 201 Ace S.A.L.E.S. Process - Strengthen the Relationship**
- **Helpful 301 Solve It to Maximize Sales**
- **Helpful 301 Boosters**

The following **Ace Management Academy** live virtual classroom training sessions are available for enrollment in **Ace Learning Place**:

- Enroll your newest team members in **New Associate Training** to deliver an amazing customer experience on Day 1. Join other new associates from around the country and learn together. Session follows the Sales Associate Passport.
- Enroll your store leaders in **Building Great Teams Session 5 – Evaluating Team Performance**. Explore best practices on how to evaluate, coach and provide feedback to develop and maintain a high-performing team. Collaborate with your peers from all over the country.

Enroll your store leaders in **Higher Ground Session 5 – Training Hours and Ace Learning Place Navigation** to learn the importance of training your teams consistently and how to navigate **Ace Learning Place** effectively.



4 Product Quality

Why It Matters

Quality is critical to satisfying your customers and retaining their loyalty so that they continue to buy from you.

Quality products make an **important** contribution to long-term revenue and profitability.

GOAL

80%

of the time customers give our store a 5 out of 5 as their product quality rating

ACTION PLAN

Things to Implement Now

- Perform daily housekeeping best practices.
 - Go to: **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Housekeeping for an Improved In-Stock Position.**
- Implement, measure and reward the Big 3 Rules of Staying In Stock for Cashiers — scan every item, handle returns correctly and avoid department rings.
- Assign an Inventory Coordinator in your store.
 - Visit: **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Achieving Inventory Accuracy** to learn more about leveraging an Inventory Coordinator.
- Analyze your In-Stock Report weekly and determine root cause.
 - **ACENET > Manage My Store > System & Operations > ADW Reports > R-PROD-0055 In-Stock Report.**
 - Use Out-of-Stock Root Cause Checklist.
- Shoot the outs daily to assess what's happening with your inventory. Correct and retrain associates if necessary. Follow the steps for shooting the outs.
 - Go to: **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Shooting the Outs.**



- Implement Mango as your tool to measure, maintain and report on inventory accuracy and productivity.
 - Sign up for Mango at: www.mangoreport.com.
- Talk to your regional PRS Trainer or District Manager about attending a Marketing Smart Workshop or a Marketing Smart PRS In-Store Engagement P&E Hands-On Workshop.



Ace Retail Training

Product Quality

Review the **Ace Retail Training** section under each driver in this booklet for all training available to help you and your team develop best-in-class results through on-demand courses and resources on **Ace Learning Place** and live virtual classroom training sessions through **Ace Management Academy**.

Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

The following on-demand courses are available in **Ace Learning Place**:

- **Item Change Management** courses to help you understand procedures to use with greater ease
- Ongoing department trainings

Click on “Trainings by Department” in the Find It Fast section of the homepage. Courses are listed within each department in the ongoing section.

The following **Ace Management Academy** live virtual classroom training sessions are available for enrollment in **Ace Learning Place**:

- Enroll your inventory coordinator in the **Inventory Management Series** to understand the culture, time-saving habits and best practices and routines to instill in your staff. Collaborate with your peers from all over the country.
- Enroll your store leaders in **Higher Ground Session 2 - Discovery Acceptance and Best Brands and In-Stock Percentage Drivers**. Learn the best practices involving inventory maintenance to fuel stronger sales performance. Collaborate with your peers from all over the country.



5

Associate Assistance Received

Why It Matters

Helpful is our weapon in the world. It is what differentiates us from the big box stores and keeps our customers coming back.

GOAL
80%
of the time customers agree that associate assistance was received

ACTION PLAN

Things to Implement Now

- Leverage the Deliver an Amazing Customer Experience Setup and Procedure documents at: [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Deliver an Amazing Customer Experience Store Procedures](#).
- Review with your team the Mystery Shop Questionnaire so that they understand how Mystery Shoppers evaluate Helpful. Find tools at: [ACENET > Manage My Store > Customer and Employee Engagement > Mystery Shops > In-Store Shop Questionnaire](#).
- Create a rewards system for when your associates demonstrate Helpful to your customers through Mystery Shops and Customer Experience Survey responses.
 - Establishing good relationships with your associates improves customer service and helps make you a preferred employer ensuring that our associates always deliver on the Ace promise. Find tools at: [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Badge Program Setup and Incentive Plan Setup](#).
- Implement Ace's Workforce Management solution (Deputy) to staff the right people to meet customer demand. Find tools at: [ACENET > Manage My Store > People Management > Scheduling, Labor & Benefit > Workforce Management](#).
- Enable "Talk to Ace" Customer Experience Survey program in your store and receive immediate feedback from your customers on how helpful you are to identify opportunities for improvement. Find tools at: [ACENET > Manage My Store > Customer and Employee Engagement](#). Enroll at: [Helpful Experience Enrollment and Maintenance Portal](#).
- Use the Sales Associate and Cashier New Hire Passport Tool.
 - Implement the Sales Associate and Cashier New Hire Passports.
 - Order Passports through Ace Marketing Muscle: [ACENET > Marketing > Ace Marketing Muscle > Search Media Options > Keyword Search: Passport > Go](#).
 - Use the Onboarding Coach's Guide available on: [Ace Learning Place > Learning Plans by Role Information > Coach's Corner](#).



Ace Retail Training

Associate Assistance Received

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Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

The **Leadership and Coaching Self-Assessment** available in **Ace Learning Place** will guide you to courses in the following areas to help grow your skills to lead your team:

- Culture
- Strategy
- Relationships
- Results
- Continuous Improvement
- Performance Management

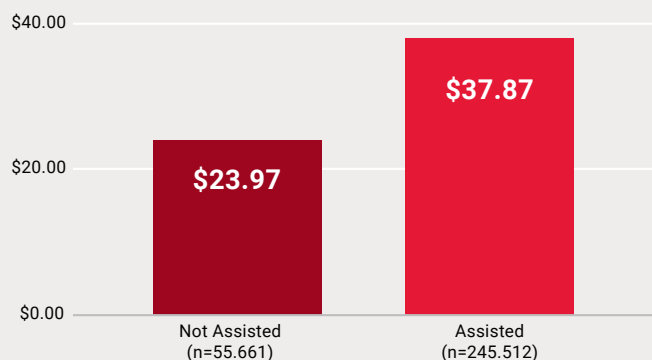
The following on-demand courses are available in **Ace Learning Place**:

- **Helpful 201 Ace S.A.L.E.S. Process - Start the Conversation**
- **Higher Ground** – Overall Customer Satisfaction (OSAT) Courses
- **Overall Customer Satisfaction (OSAT) Explained**

The following **Ace Management Academy** live virtual classroom training sessions are available for enrollment in **Ace Learning Place**:

- Enroll your store leaders in the **Building Great Teams Series** to learn the latest on training your new and existing staff. Collaborate with your peers from all over the country.
- Enroll your store leaders in **Higher Ground Session 6 - Employee Engagement and Overall Customer Satisfaction Drivers** to learn why understanding the emotional commitment your associates have to your store and your goals increase your profits and customer retention. Collaborate with your peers from all over the country.

The Power of Engagement



Average Ticket Not Assisted vs. Assisted

Customers who are helped spend **58%** more than those who are not

Ace Customer Experience Survey:
12 months through 12/31/19 |
301,173 customers | 2,295 locations



6

Product Selection

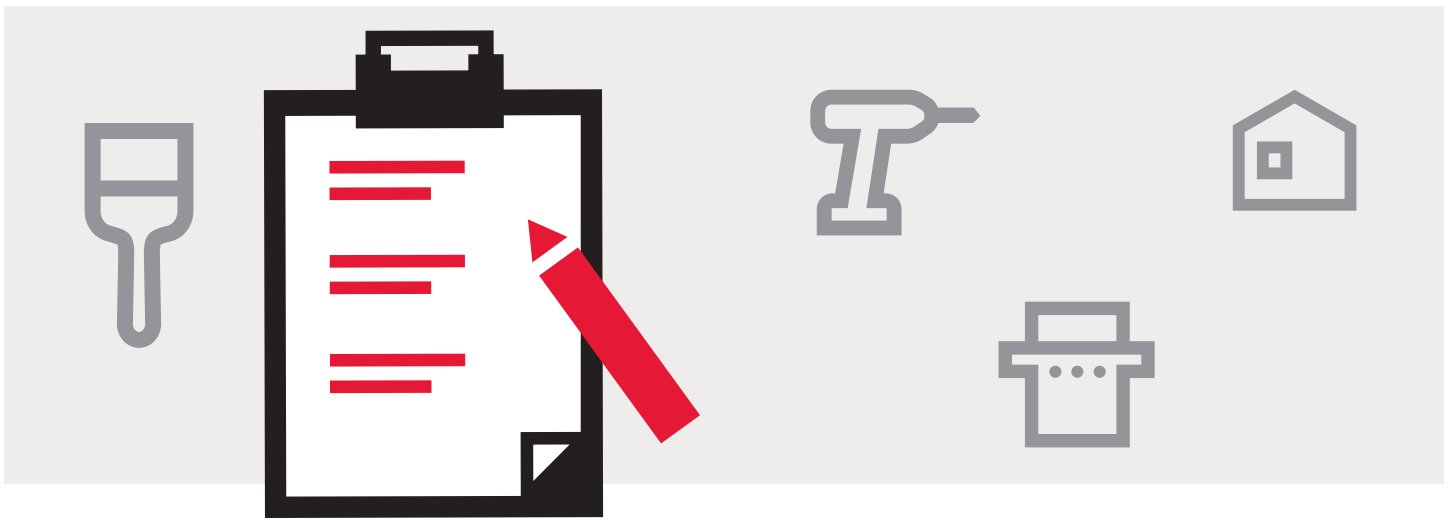
Why It Matters

Making sure you have what customers need when they need it is key. It is important for you to be confident; you have the **pulse on your inventory.**

GOAL

65%

of the time customers rate our store a 5 out of 5 on the different brands and price points available in our store



ACTION PLAN

Things to Implement Now

- Perform daily housekeeping best practices.
 - Go to **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Housekeeping for an Improved In-Stock Position.**
- Implement, measure and reward the Big 3 Rules of Staying In Stock for Cashiers – scan every item, handle returns correctly and avoid department rings.
- Assign an Inventory Coordinator in your store:
 - Visit **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Achieving Inventory Accuracy** to learn more about leveraging an Inventory Coordinator.
- Analyze your In-Stock Report weekly and determine root cause.
 - **ACENET > Manage My Store > System & Operations > ADW Reports > R-PROD-0055 In-Stock Report.**
 - Use Out-of-Stock Root Cause Checklist.
- Shoot the outs daily to assess what's happening with your inventory. Correct and retrain associates if necessary. Follow the steps for shooting the outs.
 - Go to: **ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Inventory Management > Shooting the Outs.**
- Implement Mango as your tool to measure, maintain and report on inventory accuracy and productivity.
 - Sign up for Mango at **www.mangoreport.com.**
- Talk to your regional PRS Trainer or District Manager about attending a Marketing Smart Workshop or a Marketing Smart PRS In-Store Engagement P&E Hands-On Workshop.

Ace Retail Training

Product Selection

Review the **Ace Retail Training** section under each driver in this booklet for all training available to help you and your team develop best-in-class results through on-demand courses and resources on **Ace Learning Place** and live virtual classroom training sessions through **Ace Management Academy.**

Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

The following on-demand courses are available in **Ace Learning Place** on best practices in managing your inventory and promotions:

- ***In-Stock Lesson 1: Measure In-Stock Percentage with the In-Stock Report***
- ***In-Stock Lesson 2: How to Run and Read the In-Stock Report***
- ***In-Stock Lesson 3: How the In-Stock Report Can Help Your Business***
- ***Inventory Record Accuracy***
- ***Ace Rewards National Promotions***
- ***Ace Rewards What Successful Stores Do***
- ***Using Ace Rewards to Increase Sales and Transactions***

The following Ace Management Academy live virtual classroom training sessions are available for enrollment in **Ace Learning Place:**

- Enroll your inventory coordinator in the ***Inventory Management Series*** to understand the culture, time-saving habits and best practices and routines to instill in your staff. Collaborate with your peers from all over the country.
- Enroll your store leaders in ***Higher Ground Session 4 – Ace Rewards Scan Rate and Acehardware.com Fulfillment Drivers*** to learn how to leverage Ace Rewards memberships.



7

Ease of Finding Products

Why It Matters

We need to make it easier for our customers to locate the products they need by **implementing a customer coordinator** who will ensure customers are receiving in-aisle assistance. We also recommend up-to-date signage and the right product mix and brands.

GOAL

70%

of the time customers rate our store a 5 out of 5 for ease of finding products in our store

ACTION PLAN

Things to Implement Now

- Deploy Ace's Visual Communications Plan. Make sure your signage attracts, amplifies and explains!
 - Download the guide at: [ACENET > Manage My Store > Store Environment > Signage, Décor and Fixtures.](#)
- Leverage the Win the Month Planner for relevant promotions. Need help? Contact your Consumer Marketing Field Specialist.
 - Download the guide at: [ACENET > Marketing > Win the Month.](#)
- Execute daily sign kit and remove any out-of-date materials.
 - To sign up for monthly promotional sign kit, contact Kathy Kriel at kkriel@acehardware.com.
- Audit your permanent décor yearly to ensure your décor clearly executes the Visual Communications Plan.
 - For questions about how to conduct an audit, contact the Store Environment team at decororders@acehardware.com.
- Customize signage to fit your store. Make sure it supports your goal to make it easier for your customers.
 - To customize, go to [ACENET > Marketing > Marketing Muscle > Banners \(Signage\).](#)
- Order store décor to enhance customer journey.
 - Go to [ACENET > Manage My Store > Store Environment > Ace Project Place](#) for information on store décor or contact the Store Environment team at decororders@acehardware.com.
- Follow shelf-edge guidelines to help explain the product for customers.
 - If it's not directly correlated to price and product (POP cards, bin tags, sale tags or Get Credit for Value), it's just clutter.



Ace Retail Training

Ease of Finding Products

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Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

Use the following resources available in **Ace Learning Place** to assess your team's training needs:

- **Skills Matrix**
- **Badge Program**

The following on-demand courses are available in **Ace Learning Place** to help associates understand our product selection and best practices in receiving merchandise deliveries efficiently:

- **Best Brands**
- **Win the Month Training Courses**
- **Receive, Sort, Put Away Lesson One**
- **Receive, Sort, Put Away Lesson Two**
- **Receive, Sort, Put Away Lesson Three**

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- Enroll your newest team members in **New Associate Training** to deliver an amazing customer experience on Day 1. Join other new associates from around the country and learn together.
- Enroll your store leaders in **Building Great Teams Session 5 – Evaluating Team Performance** to learn the latest on training your new and existing staff. Collaborate with your peers from all over the country.
- Enroll your store leaders in **Higher Ground Session 2 - Discovery Acceptance and Best Brands and In-Stock Percentage Drivers**. Learn the best practices involving inventory maintenance to fuel stronger sales performance. Collaborate with your peers from all over the country.
- Learn more about Professional Retail Services on ACENET.



8

Speed of Checkout

Why It Matters

Make your last impression your **best impression**.

GOAL

85%

of the time customers give our store a 5 out of 5 rating for speed of checkout

ACTION PLAN

Things to Implement Now

- Take the Cashier Helpful Ready Assessment: [Ace Learning Place > Learning Plans by Role > Assessments > Cashier Helpful Ready Assessment](#).
- Implement a queue checkout solution and an impulse product mix to drive incremental sales, gross profit, units and transactions.
 - Find information on these solutions at [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Impulse](#).
- Assign a customer coordinator during hot floor times to manage traffic flow and leave cashiers free to focus on checkout responsibilities.
 - [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Deliver an Amazing Customer Experience Setup](#).
- Implement point-of-sale bank card best practices such as Apple Pay and Quick Payment for credit cards on Eagle.
 - Find steps on [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Store Systems](#).
- Upload Ace logos onto Signature Capture Pads (Eagle).
 - Find steps on [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Store Systems](#).
- Train cashiers on Ace gift card best practices to ensure a seamless checkout process.
 - [ACENET > Manage My Store > System & Operations > Ace Way of Retailing > Ace Gift Card Setup and Procedures](#).
- Use the Cashier New Hire Passport:
 - Implement the Cashier New Hire Passport – order Passports through Ace Marketing Muscle and utilize the Ace Learning Place Cashier Onboarding Coach's Guide.
 - [ACENET > Marketing > Digital Marketing > Ace Marketing Muscle > Search Media Options > Keyword Search: Passport > Go](#).



Ace Retail Training

Speed of Checkout

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Learning Aids and Micro-Trainings on how to use **Ace Learning Place** are available under the Help button in the Find It Fast section on the homepage.

Use the following resources available in **Ace Learning Place** to train your **new** Cashiers:

- **Cashier Onboarding Learning Plan (Passport)**
- **Cashier Helpful Ready Assessment**

Use the following resources available in **Ace Learning Place** to train your **existing** cashiers to identify areas of opportunity and next steps:

- **Cashier Helpful Ready Assessment**

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- Enroll your store leaders in **Building Great Teams Series** to learn the latest on training your new and existing staff. Collaborate with your peers from all over the country.



Long Lines Steal from Your Bottom Line

A slow checkout experience will clearly hurt customer satisfaction. But the impact goes deeper than that; it is also hurting retailers' bottom lines.



Actioning Your Customer Experience Survey Data

Identifying Your OSAT Opportunities

Through Analyzing
Your **Survey Data**

BEST PRACTICES EXAMPLE

Log in to: **Helpful Experience Dashboard**.

Two Ways to Log In:

- Username: Email address for which you receive alerts and Password that you have set up
- ACENET Username Single Sign-On: **ACENET > Manage My Store > People Management > Helpful Experience Dashboard**

At the end of each month, log in to the Helpful Experience Dashboard and check the 8 Drivers stats on the Overview page to see where your opportunities and your areas of strength are (you will need to collect results for a minimum of three months or start to measure trending after 80 surveys or more).

**Choose one
area of opportunity
to focus on.**

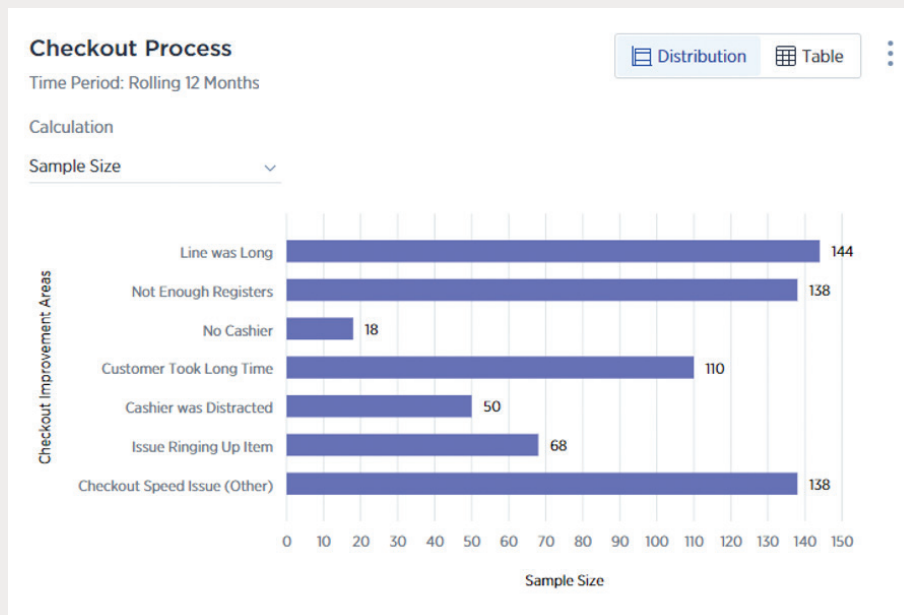


Under the Improvement Opportunities tab:

View your driver opportunities over the rolling 12 months to take a deeper dive into what about that driver is impacting your score in a negative way.

Create a goal and action plan around driver opportunities using the **OSAT Playbook** and Survey Driver Action Plan.

- Involve managers, trainers and especially associates
- Coach the staff regularly



ACE Hardware



Customer Experience Store Procedures

Daily/As Needed

1. Log in to the **Helpful Experience Dashboard** or **Medallia Mobile App** and take action on the following:
 - Problem alerts – Follow up with a phone call, email or social media post.
 - Praise alerts – Download a copy of the alert within the **Helpful Experience Dashboard** and post the praise comment in the breakroom. Celebrate immediately with the individual or team.
 - Business alerts – Follow up with a phone call, email or social media post.
2. Social media feedback – Alert your **Promotions Coordinator** if any social media feedback needs to be actioned in **SOCi**.
3. Share any alert opportunities or comments with your team in **daily huddles**.
 - Discuss the opportunities and brainstorm on how they can be improved.
 - Recognize associates mentioned in praise alerts.
4. Access the **Helpful Experience Enrollment portal** to make applicable program choices and/or changes to programs or contacts.

Monthly


Review your Customer Experience OSAT Score in the **Retail Analytics Dashboard**. Click the current % to access the **Helpful Experience Dashboard**. On the Overview tab of the dashboard, review the following:

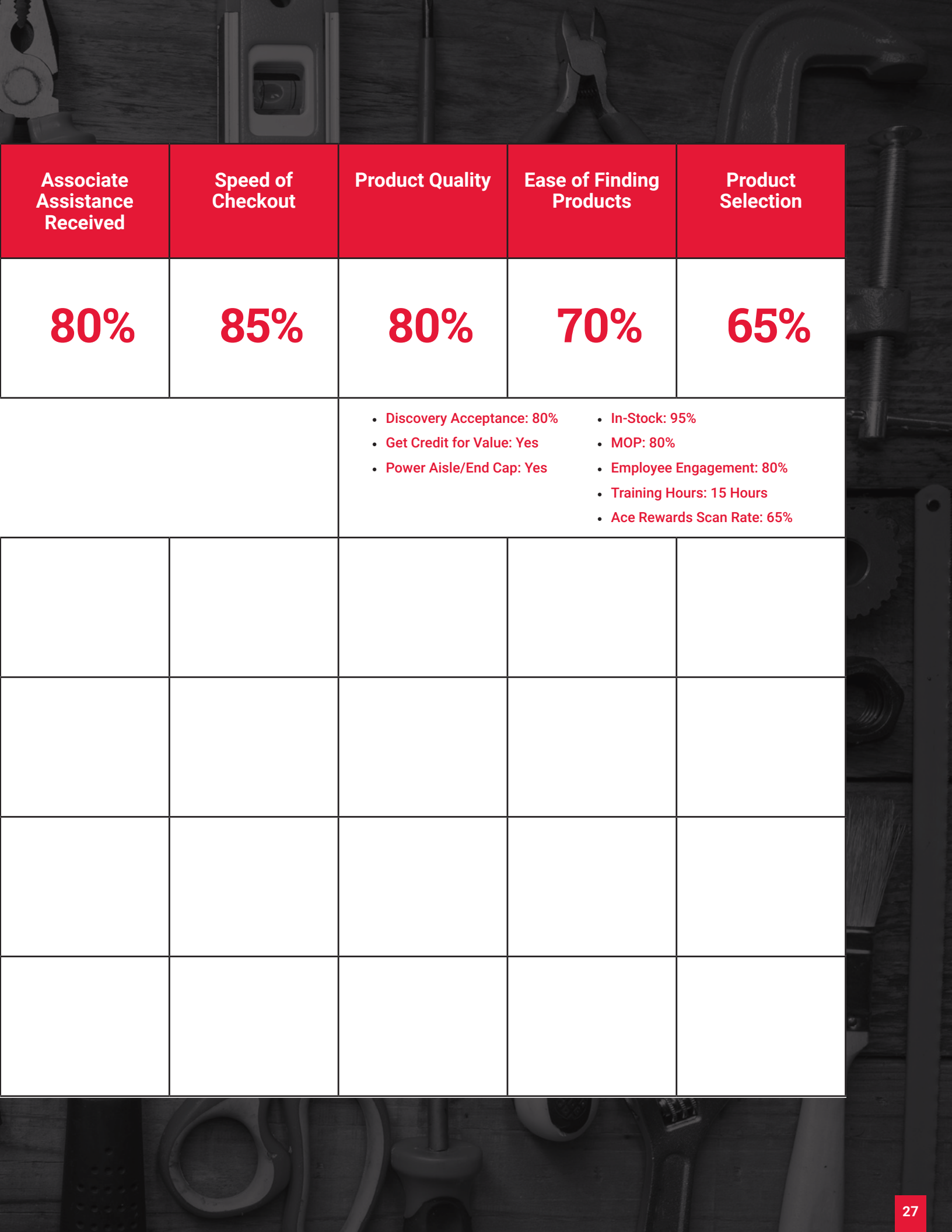
1. Number of surveys taken – 80 surveys is the minimum amount to qualify for Platinum or Pinnacle standing.
2. Current OSAT Score – The goal is 85%.
3. Top 3/Bottom 3 strengths and opportunities – Review the survey data associated with the opportunities. Use the **OSAT Playbook** to create an action plan in order to improve the score. Celebrate strengths with store associates.
4. Alert status – Ensure everything is closed or any open items are being acted upon. In addition, this is a great opportunity to assess any common themes or trends.
5. Recent responses – A simple view showing responses over time. Click the smiley or sad face to see more details regarding the survey.
6. Comments – Scroll through your Problem and Praise comments. Use positive comments to reinforce desired behaviors and problem comments to identify opportunities to improve the overall Helpful Experience.

Additional Resources

- **Helpful Experience Enrollment Portal Training – Ace Learning Place Video**
- **Huddle Guide**
- **Retail Analytics Dashboard**
- **SOCi Store Procedures**
- **Promotions Coordinator**
- **Daily Huddles**
- **Helpful Experience Enrollment Portal**
- **Helpful Experience Dashboard**
- **Ace Learning Place**
- **Medallia Mobile App Installation and User Guide**
- **Helpful Experience Brochure**
- **ACENET – Customer and Employee Engagement Information Page**
- **Ace Management Academy**
- **Professional Retail Services**

Helpful Experience Action Plan

My Challenge	Problem-Free Experience	Ace Always Delivers on Its Promise	Associate Positive Attitude
CE Drivers Top Box Goals	90%	80%	85%
	Training - Take Helpful 101, 201, 301 and Customer Coordinator Online Training: 15 Hours		
What What you're going to do			
How How it will get done			
Who Who will do it			
When When it will be completed			



Associate Assistance Received	Speed of Checkout	Product Quality	Ease of Finding Products	Product Selection
80%	85%	80%	70%	65%
		<ul style="list-style-type: none">• Discovery Acceptance: 80%• Get Credit for Value: Yes• Power Aisle/End Cap: Yes• In-Stock: 95%• MOP: 80%• Employee Engagement: 80%• Training Hours: 15 Hours• Ace Rewards Scan Rate: 65%		



Helpful Experience Enrollment & Dashboard Training Courses

Courses are searchable on Ace Learning Place. Simply type “Helpful Experience” in the search bar.

Helpful Experience Enrollment Portal	<p>Course Duration: 9 minutes</p> <p>The Helpful Experience Enrollment Portal is the one-stop shop for setting up and managing Ace’s Helpful Experience Programs (previously known as Customer Insights): Employee Engagement, Customer Experience and Mystery Shops.</p>
Helpful Experience Dashboard Overview and Navigation	<p>Course Duration: 8 minutes</p> <p>The Helpful Experience Dashboard, powered by Gallup, is your one-stop shop for viewing and managing Customer Experience and Employee Engagement Survey feedback. In this course, learn more about the Dashboard, including:</p> <ul style="list-style-type: none"> – How to navigate the Helpful Experience Dashboard – An overview of the landing page, views and user role – How to use tabs, sub-tabs, blue hyperlinked text, kabobs, data view options and color-coding – The purpose of filters and how to apply them correctly – How to export data
Helpful Experience Dashboard Customer Experience View	<p>Course Duration: 16 minutes</p> <p>The Helpful Experience Dashboard is your one-stop shop for viewing and managing Customer Experience and Employee Engagement Survey feedback. In this course, learn more about the Customer Experience view in the Dashboard, including:</p> <ul style="list-style-type: none"> – General overview of the Helpful Experience Dashboard – Customer Experience (CE) view – Tabs within the CE view (Overview, Responses, Analytics, Improvement Opportunities) – CE Alerts process and how to manage them – Additional tabs and resources within the CE view
Helpful Experience Dashboard Employee Engagement View	<p>Course Duration: 5 minutes</p> <p>The Helpful Experience Dashboard is your one-stop shop for viewing and managing Customer Experience and Employee Engagement Survey feedback. In this course, learn more about the Employee Engagement view in the Dashboard, including:</p> <ul style="list-style-type: none"> – General overview of the Helpful Experience Dashboard – Employee Engagement (EE) view – Tabs within the EE view (Overview, Comments, Resources) – Additional tabs available for multi-stores (Demographics, Ranker)

A tablet is shown at an angle, displaying a red screen with the ACE logo and the text 'STORE SYSTEMS & OPERATIONS' in white. The tablet is resting on a white surface, and a potted plant is visible in the background.

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